

INVITATION

THE PDA AT THE IPACK-IMA
FIERAMILANO, RHO-MILANO
24 - 28 MARCH 2009

Design & Sustainability

Design for packaging with a low environmental impact

P D A

PAN EUROPEAN
BRAND DESIGN
ASSOCIATION

Info on: tel. +39 0373-259012
a.faravelli@advanceitalia.com
www.pda-europe.com
www.ipack-ima.com



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PLEASE VISIT US AT
THE PDA STAND
PAVILION 7 STAND B 87

The PDA, thanks to the contribution of nine associated agencies from Italy, Greece, Switzerland, the Netherlands and Russia, will be showing sustainable packaging design solutions.

The objective of this event, taking place at Pavilion 7 Stand B 87, is to show the responsibilities and possibilities of designers vis-à-vis the environment.

On 27 March, at 2:30pm
c/o GAMMA hall 5 * Pav. 5 * 2nd Floor
The PDA will be addressing design and sustainability in the workshop:
“Packaging, design in the service of sustainability”.
(the workshop will be in Italian)

Programme:

- ***“Workshop presentation”***
Nicola Pellegrini - Packwatch / Smart Research
- ***“Sustainability: a global trend, not a fashion”***
Fabrizio Bernasconi - PDA President / Rba Design
- ***“The exclusivity of conscious experience. New scenarios of sustainable wellbeing”***
Patrizia Moschella - Docente NABA
- ***“Sustainability in luxury goods packaging”***
Angelo Faravelli - PDA Italian Ambassador / Advance Brand Appeal
- ***“Paradigm for global change”***
Fabio Ragni - PDA member / EVOLUTION brs
- ***“Sustainability as a project (new frontiers of packaging design)”***
Giovanni Brunazzi - PDA member / Brunazzi & Associati
- ***“A sustainable action through the integration of structural and graphic design”***
Luca Rossi - ESKO Software application specialist